

U.S. B P

MAY 1, 1942

# CONSUMERS' GUIDE

Salud y buen apetito a todos!





Cuba



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## To win and to hold, the first freedom of man—the freedom from hunger

FROM the magnetic pole in the north of Canada to Cape Horn whose stony beaches look out toward the South Pole, 275 million Americans inhabit almost 16 million square miles of earth in the mountain-spined twin Americas.

The American people are the descendants of wanderers, explorers, wind-beset sailors, colonizers, adventurers, the poor, and the pious from the plains and cities of Europe and Asia, the captured from the coasts of Africa, refugees and evacuees, speakers of a thousand languages, people with a thousand histories.

With plains and plateaus, valleys and riverlands, vast and fertile enough to produce an abundance of food and fiber for all its people, America is harder at work today than at any previous time, determined to win and to hold the first freedom of man, the freedom from hunger.

This is an offensive of people, not of tanks. Americans who once read index numbers, if they read statistics at all, now ask their economic reporters how many children are getting a pint or a quart of milk a day, how many children are getting a hot lunch at school each day, how many school, community, and home gardens are adding vitamins to under-par meals, how many fathers and how many mothers are adequately fed so they can work efficiently, play happily, and think intelligently and democratically about their problems.

Sound nutrition is only one salient on a long front where all Americans must engage in the offensive for an American standard of living that fulfills the aspirations of the people who hopefully saw the American horizon from the east and the west.

"Nutrition," says the U. S. Coordinator of Health Welfare and Related Activities, "is

not a 9-letter word. It is a 4-letter word . . . food . . . good food and plenty of it."

Many Americans do not have good food and plenty of it. A Nation-wide survey made in the U. S. A. in 1935-36 disclosed 45 million persons who were not getting proper diets. Inquiries by Argentine specialists in Buenos Aires revealed Argentines who were malnourished. Bolivian nutritionists have laid bare the inadequacies of the diets of the Indians, the mestizos, and the whites in that country. Ecuadorean and Colombian nutritionists, Canadian and Cuban public health workers, workers in each of the American countries, under the spur of awakening American consciences have found similar defects in the nutritional underpinning of their countrymen's health.

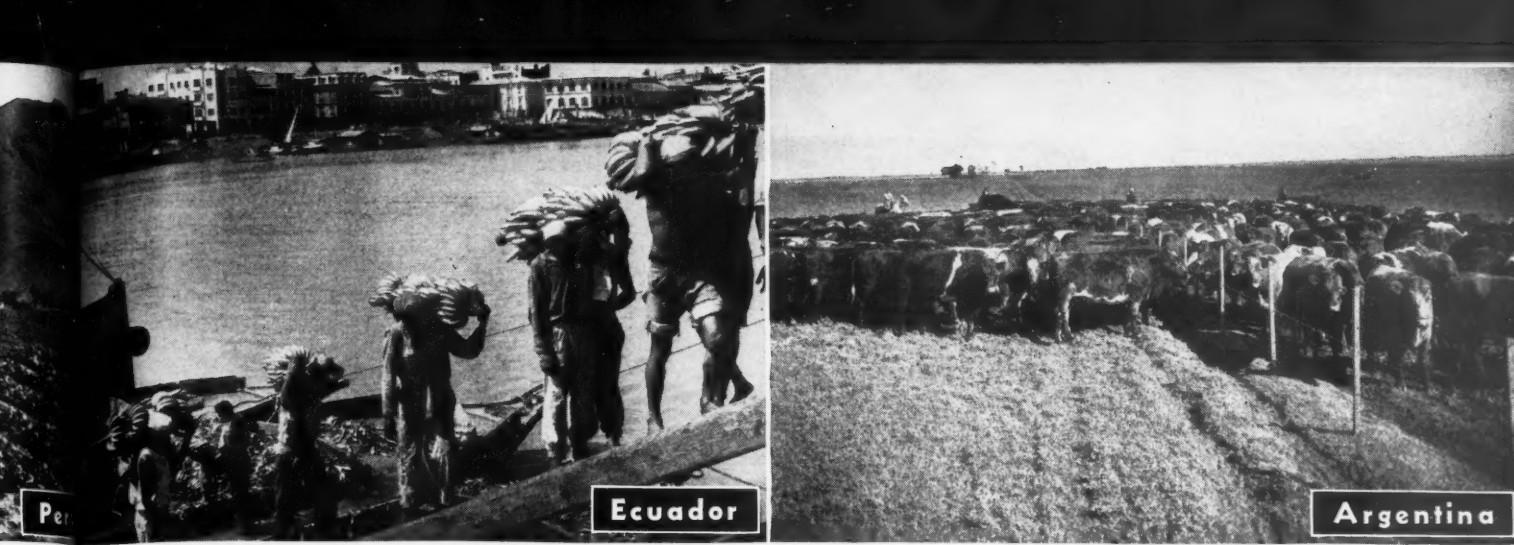
Hungry Americans existed before public health workers began to count them. What is significant is that in each of the American



Venezuela

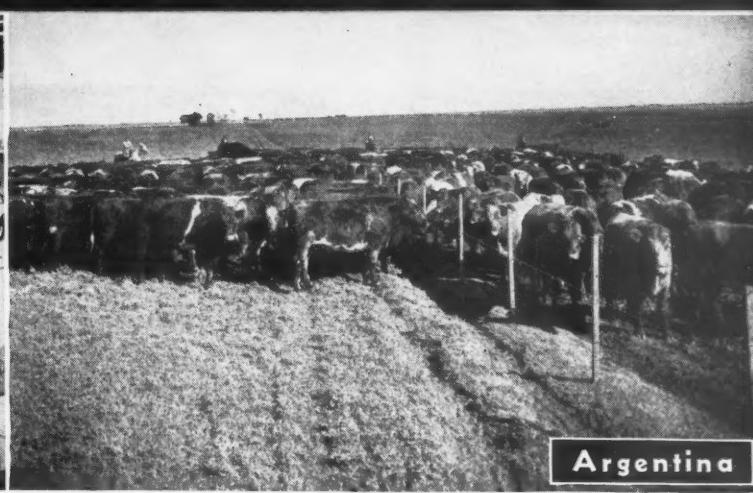


Colomb



Peru

Ecuador



Argentina

# ¡Adelante, Americanos!

countries the problem of malnutrition has moved near the top of the list of problems that people are determined to solve.

No other 275 million people in the world or in history have been so well-armed as this generation of Americans for the conquest of hunger.

Within the sea-girt boundaries of the Western Hemisphere lives one of every 7 people in the world. But this seventh of the world's population produces more than a fourth of the world's wheat, almost two-thirds of the world's corn, more than a third of the world's sugar. In its herds are more than a fourth of the world's cattle. Almost a third of the world's hogs root in the Americas. More than a fifth of the world's sheep graze in the pastures and on the hills of the Western Hemisphere. All the waters of the Americas abound in fish.

Of all the foods men customarily eat, or

dream of eating, only tea and some spices, foods not essential for health, are lacking in the Americas.

American production, potentially fabulous by natural endowment, has been increased many times over by the labors of scientists. But nutrition scientists working in the National Nutrition Institute in Argentina, in the Hygienic Institute of Sao Paulo in Brazil, in the Bureau of Home Economics of the U. S. A., in the National Nutrition Committees of the other American countries, all declare that there is surplus production of few, if any, foods in terms of the nutritional needs of Americans.

They point to the job still to be done to move apparent surpluses into the hands of our needy citizens, wherever they are. Argentina and Brazil are already exchanging surpluses for use in school lunch programs. They map the routes—school lunch pro-

grams, low-cost milk plans, popular restaurant. They write the guide posts to better nutrition, they lead the procession in all-America's crusade for a well-fed people.

Nutrition programs need not wait on the reconstruction of the world, or of the Americas. The work of a nutrition program is part of the work of reconstruction.

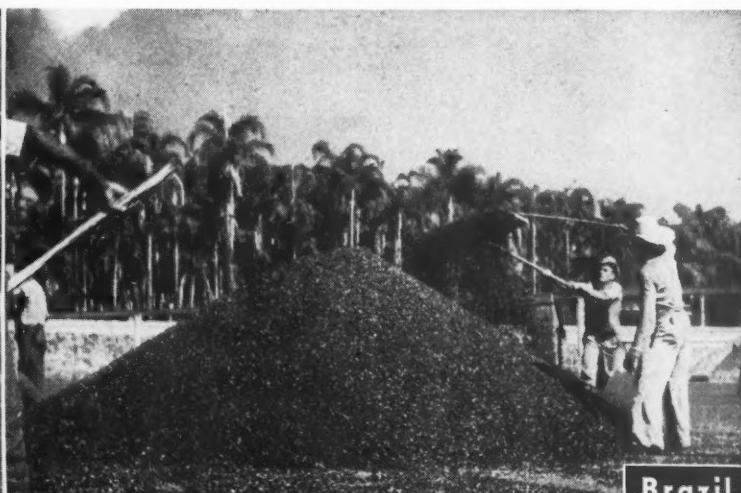
Just how Americans in all the Americas are now working on the problem of nutrition is shown on the following pages. The story is not complete, the activities of no country are described completely, nor are the activities in all countries represented. What is shown reveals a hemispheric conscience at work.

The story is one of good neighbors busy in their own communities. Being good neighbors, the American countries can exchange experiences, learn from each other's mistakes, and borrow devices that test out.

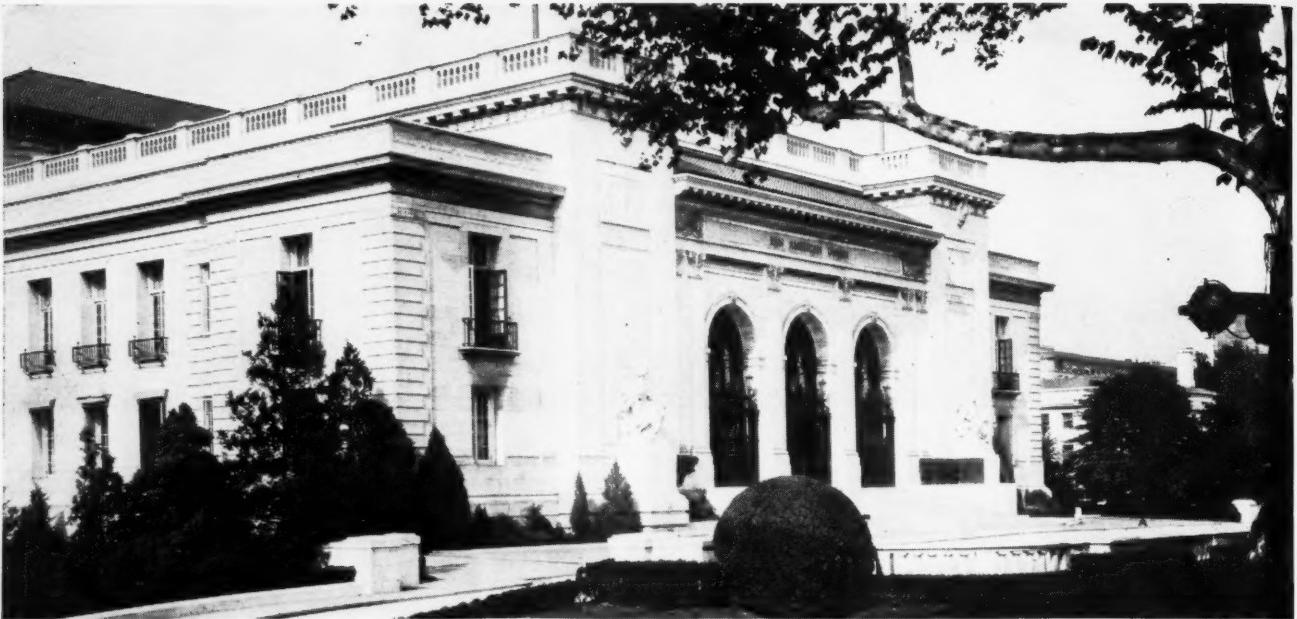


Colombia

United States



Brazil



## They point the way

### Pan American congresses map the route to better meals

#### Pan American Union

Symbol of democracy among nations, the Pan American Union is the dynamo behind many constructive agencies working for peace, commerce, friendship, and good health among the 21 republics of the American Continent.

Diplomatic representatives from all the other American nations and the Secretary of State of the U. S. A. meet regularly in the Pan American Union Building in Washington, D. C., to plan policies for the common good. Annual contributions, in amounts proportional to each country's population, support the organization, which serves as a permanent agent for the international conferences of American states. Its administrative divisions make inquiries and investigations to promote the Union's goals. Constantly abreast of hemispheric problems, the Union keeps its members informed of developments through the Bulletin of the Pan American Union, issued monthly, and through other more specialized publications.

#### Pan American Child Congresses

Eighth of these Congresses will meet in Washington, D. C., May 2 to 9, 1942,

at the Pan American Union Building, where delegates will study the needs of children in wartime and in the post-war period. These delegates include those officially appointed by the Pan American governments, and persons concerned with child welfare in any of its phases: doctors, nurses, social workers, teachers. Emphasis will be placed on essentials of good nutrition for children. How to get a more abundant food supply will be a topic, as well as how to help parents and children follow good nutritional standards.

#### Pan American Sanitary Bureau

An independent international health organization, created at the second Pan American Conference in 1902, the Sanitary Bureau works to maintain and improve the health of the peoples of the Americas. It established a Nutrition Committee in 1936. Two years later, at the tenth Pan American Conference in Bogota, Colombia, the Committee made nutrition recommendations that have become international slogans. Supported by annual contributions from all the American Republics, the Bureau has a board of directors composed of leading

public health officials in the American countries, elected by the Pan American Sanitary Conferences, which are called at irregular intervals. The Bureau serves as a consulting body for national health authorities, carries on scientific studies, and publishes a monthly bulletin, as well as other educational material.

#### National Nutrition Committees

At the Tenth Pan American Sanitary Conference, in 1938, the Nutrition Committee recommended that "each country should create a national nutrition committee, under the guidance of the health department, composed of representatives of all the agencies concerned with the cultivation, transportation, preservation, and utilization of food, for the purpose of adequate cooperative national planning for securing adequate nutrition at lowest cost." The following year, a meeting of national nutrition experts recommended the establishment of national advisory nutrition committees; the establishment of university courses dealing with all phases of nutrition; the periodic survey of diets; and closer cooperation for sound nutrition among Pan American countries.

**IN THIS** marble building, representatives of countries belonging to the Pan American Union meet each month. Housed here is one of the world's largest collections of books and documents about the Americas.

### International Labour Organization

Following World War I, an International Labour Organization was established in 1919. Many American States joined. In 1936, on the invitation of the Chilean government, the first Labour Conference of American States which are members of the International Labour Organization was held in Santiago. Among other progressive recommendations, it passed strong resolutions regarding nutrition. At the second Labour Conference of American States, held in Havana, Cuba, in 1939, a report was made on what the various countries had done to promote better nutrition among their peoples.

In October and November 1941, an extraordinary conference of the International Labour Organization was held in New York, at Columbia University, with the final session held in the White House in Washington, D. C. Thirty-five nations from many parts of the world were represented. At that conference, a resolution on post-war reconstruction was adopted which emphasized the necessity for feeding peoples in need at the close of the war.

**CUBA'S** magnificent capitol in Havana is world-famous. In 1939, the second Labour Conference of American States met here to report progress on programs for workers' nutrition, undertaken as a result of their 1936 meeting; their plans have been widely adopted.



### American International Institute for the Protection of Childhood

Established in 1927, as the result of resolutions adopted by the fourth Pan American Child Congress in 1924, this Institute has its headquarters in Montevideo, Uruguay, and is composed of 2 representatives from each member country. One representative resides in Montevideo; the other is a "technical representative" residing in the appointing country. Annual quota contributions from each of the following countries support the Institute: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Mexico, Paraguay, Peru, United States of America, Uruguay, and Venezuela.

Organizations, both public and private, working for child protection, cooperate with the Institute. The Children's Bureau of the United States Department of Labor cooperates with it in many ways, including assignment of a child welfare consultant to the staff in Montevideo. The U. S. Office of Education exchanges information on school nutrition programs, and the Inter-American Education Committee of the U. S. Office of Education is spreading good neighborliness by encouraging the use of Pan American menus in U. S. A. cooking schools.

### Inter-American Indian Institute

A comparative newcomer in the field of international nutrition is the Inter-American Indian Institute, established by the First Inter-American Conference on Indian Life, held in Mexico in 1940. There represent-

atives of Indians met with scientists and diplomatic officials to collaborate on the problems of the 30 million native Americans fostering studies of Indian diet and nutrition throughout the hemisphere as part of its larger program.

### Inter-American Agricultural Cooperation

The Office of the Coordinator of Inter-American Affairs in the United States is carrying out plans to establish an Inter-American Institute of Tropical Agriculture, to "promote a better-balanced agricultural economy in the Western Hemisphere, and to increase the supply of living necessities available to the people of the Americas." The Institute will be located in one of the South American countries, and, among other subjects, will study nutrition problems.

Also active in this field is the Division of Agricultural Cooperation of the Pan American Union. Established in 1929, it delves into plant and animal nutrition, and their relation to human nutrition.

Another project designed to promote healthful diets among the good neighbors of America is under way at the Office of the Coordinator of Inter-American Affairs. It is a nutrition manual, written with tropical products in mind, and based on research by scientists working at the School of Tropical Medicine in Puerto Rico. Prepared in co-operation with the Pan American Sanitary Bureau, the manual will be distributed free to universities and medical schools throughout South America.

**BUENOS AIRES** in Argentina is headquarters for work on basic nutrition problems which have had great significance for many other American countries. This progressive city was host in 1939 to a League of Nations conference of National Nutrition Committees.



# Toward a hunger-free hemisphere

*The Americas try many devices to get more food to more people*



1. Nerve center of nutrition activities in Argentina is the National Institute of Nutrition in Buenos Aires. Here are trained technicians, like this girl doing laboratory work in the Government's milk control center. From the National Institute radiates a network of nutritional activities, training programs for doctors, nurses, and dietitians. It operates a diet clinic, conducts food demonstrations in factories and in the fields, carries on research, and conducts cost of living inquiries. Free scholarships, covering living expenses as well as tuition, are offered to students of nutrition from all the Latin American countries, as well as to Argentina's own nutritionists. Argentina and Brazil are the first American nations to exchange farm surpluses for use in school lunch programs.

2. A typical lunch served to children in an Argentina school lunch program includes a vegetable and rice soup, a meat dish, bread and butter, and raw or cooked fruit. About 40 percent of the cost of an extensive program of school meals is borne by Government agencies, while 60 percent of the cost is supplied by parent organizations. An important part of the food served in school lunches is produced in school gardens operated by parents and students. Schools like the one above, located far from main railroads or main highways, are centers of education for parents as well as children. In 1939 some kind of meal was served at school to 628,709 school children in Argentina by public and private organizations, including the "Cup of Milk" and "Crumb of Bread" societies.



3. Every resource at hand is used by nutrition workers. Part of the job of Argentina's Army, which is shown at maneuvers here, is to feed school children. Where Army barracks are nearby, school children troop off to them for lunch. Where the barracks are not conveniently located, mobile canteens deliver hot meals to a school. This way 71 hundred school children get hot meals daily. One school lunch history sums up the program's achievements. At a school 6 days by ship from Buenos Aires, 280 kilometers from the nearest railroad, in a region where the diet commonly excluded green vegetables and where none was grown, a school teacher got his students' parents to help him with a school garden. As a result everyone in the region now grows and eats green garden vegetables, and a greatly improved school lunch is served at a cost to the government of only \$89 per month. The cost before the cooperative garden program was launched was \$160 per month.

4. Almost every sizeable Chilean city has a popular restaurant where working-class families may get low-cost meals. These restaurants also serve more than 1,500,000 meals to school children each year. The popular restaurants are under the direction of a trained nutritionist who is secretary of the National Nutrition Council. Now, the Chilean National Nutritional Council is making a determined effort to transform each popular restaurant into a people's school of nutrition. Popular pamphlets on nutrition are distributed by the Council and market information is broadcast to families so they may know what foods are most economical at the moment. To reach rural families, exhibits on wheels, like the one shown above, drive out to the villages and give demonstrations in village squares or in the open country. The Chilean Army, too, is a potent force for good nutrition. Recruits are educated in good diet habits so that when they return to their homes they can act as nutritional emissaries to their families and neighbors.



5. Chile's national government, municipal governments, and private organizations cooperate in a variety of child feeding programs. School breakfasts are given to all school children.

Private organizations operate milk stations, known as "Cup of Milk" or "Drop of Milk" centers, in low-income districts. School gardens, like the one pictured above, provide fruit and vegetables.



6. In Colombia's big and little towns, like this one high up in the mountains, school lunches or breakfasts were provided for more than 30 thousand children in 1939. Government aid to the programs is in the form of grants, but school gardens supply most of the food. Children pay for their meals by working in the gardens or by bringing food from home. Diets for school lunch programs are worked out by nutrition experts under the supervision of the National Nutrition Council. School lunch programs in Colombia date back to 1914.



7. These happily marching Bolivian school children happen to benefit from a school lunch program which is locally sponsored. At the present time, National Institute of Nutrition is working on plans to extend school feeding programs to all schools. Already in operation are low-cost restaurants for workers, and restaurants for mothers connected with pre-natal clinics. Bolivian nutritionists, like others, have the problem of devising balanced diets which are acceptable to people with long outmoded food prejudices.



8. These tiny Costa Rican toothbrush paraders got a present of their first toothbrushes from a school canteen, maintained in part with government funds, which supplies them with meals and clothes as well as toothbrushes. A government program directed at assisting needy children has been in operation since 1927. More recently a National Council on Nutrition has been formed to work out a nationwide nutrition program for adults and children. Emphasis is placed on gardens as a source of the needed vitamins.

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9. Students at this São Paulo nurses' training school are some of the people Brazil will depend on to put into effect the extensive and detailed provisions of its recently enacted nutrition laws. A new agency created in 1940 is designed to establish and operate workers' restaurants, to educate workers and employers in the principles of nutrition, and to supply food at reasonable prices. Brazilian nutrition posters stress consumer buying ideas familiar in the U. S. A.—buy food in quantity to make savings, avoid waste.



10. She is preparing a popular dish in Brazil, called Feijoada. It is made of 6 kinds of meat, fruit, rice, and garlic. Despite the fact that this dish is almost a balanced meal in itself, Brazilian dietary authorities are concerned over the lack of fruits and vegetables in the diets of rural and urban families. Workers in the National Nutrition Committee have prepared menus and recipes for each region of Brazil which incorporate commonly used foods. Another law encourages home growing of fruits and vegetables.



11. These Brazilian school children who live on the delta of the Amazon receive lunches under a state school lunch program. Brazilian school lunches are more nutritious than they might be as the result of the exchange of surplus farm products with Argentina for use in school lunch programs. In some states, the school system has established nutrition clinics. A national law prescribes standards for school feeding programs. Another law requires factories employing 500 or more workers to install restaurants with proper feeding facilities. These laws fit into a national welfare program.



12. Pre-school children like these in Guatemala get milk and medical care in Government-aided but privately operated nurseries while their mothers work. A National Nutrition Committee is now working on plans to extend school gardens and to encourage the wider use of kitchen gardens. Nicaragua supports school breakfasts and lunches. In addition it is approaching farm owners with a plan to improve the diets of farm workers. In the Dominican Republic the school gardens are distinctive for their emphasis on tropical fruits. Puerto Rico is working on better child nutrition.



13. Mexico has a national nutrition program which is as pervasive as the one now planned in the U. S. A. Under the aegis of the National Commission on Nutrition, which was founded in 1939, more than 7,500 subsidiary nutrition committees have been established in communities throughout the country. One feature of the program is the encouragement of family gardens like the one here, in which families can produce for themselves the food they need for a balanced diet. A family restaurant serving low cost balanced meals was recently opened in Mexico City. A medical and dental clinic and a cultural program are a part of the restaurant.

14. The Mexico government gives financial aid to school feeding programs like this one, but mainly the school breakfasts and lunches depend upon the support of the parents who till school gardens and do the cooking and serving. As in most other American countries, school lunches in Mexico were in operation long before the government began school feeding programs. In provincial communities where the schools were built by the students' parents, working in a school garden and serving school lunches are everyday civic activities, as well established as Civilian Defense work is in the U. S. A. now. Subsidies provide more variety in meals.



15. Education takes to wheels to reach remote villages in Mexico. Not only are libraries sent into the country, but public health brigades, made up of a doctor, dietitians, and nurses, reach the people where they live. These brigades pitch a clinic in an open square the way you might pitch a tent. "Farmers and workers," the lettering reads on this truck, "this is your library, gather around." "Free books," the lettering on the tail gate adds.

16. Traditional Mexican markets to which farmers bring their wares and spread them on the sunny pavements of nearby towns look like this one. A new sight in Mexican markets is the food cooperative, sponsored by the government. To reduce the cost of living, cooperatives may purchase foods from the government, at less than prevailing prices, and then re-sell cheaply to cooperators. Some privately operated stores are allowed to participate in the plan.



17. This is a market in Caracas, Venezuela. Some markets in Caracas are established by the government, and prices are controlled and trading supervised in them by the government.

Children's milk stations, school lunch programs, and popular restaurants are spreading throughout Venezuela. A feature of the popular restaurants is the dental clinics which are run in connection with them. The dental clinics, incidentally, are effective in teaching good nutrition. Men or women who feel a twinge while eating go to the dental clinic and while their teeth are filled they are told they could avoid toothaches by proper diet. What is a proper diet? Meat, fish, eggs, milk, whole-grain cereals, and generous servings of fruits and vegetables. The lesson sticks. Popular lectures held in the restaurants underline the same moral.



18. "Vitaminas Gratuitas"—free vitamins—are yours for the taking if you eat milk, salads, vegetables, fruits, and whole-wheat bread. So runs the message on posters put out by the National Committee of Nutrition in Uruguay, a country which has pioneered in social reforms. In domestic science schools like the one above, children are taught the facts of food. Radio programs over the government owned radio station advise parents on the best and most economical foods. Economic controls are also used to keep the cost of food down, the state of nutrition up. The sale of meat in Montevideo is a government monopoly. The War Department monopolizes the catching and sale of fish. A provisions commission regulates food prices, and can, if it wishes, buy and sell food. Cold storage meat facilities are also government operated.



19. Exhibits carry the message of better nutrition in Uruguay too. Unique in the Americas is Montevideo's Municipal Museum of Nutrition where native foods are displayed. Exhibits show how to work these foods into low-cost diets. Other exhibits appetizingly set forth menus which are suitable for different kinds of families. About 35 thousand school children receive hot meals daily in 652 school lunchrooms. The school lunch programs carry on in close cooperation with clinics. Many school lunchrooms have doctors attached to them, who watch the children and their diets carefully.



20. For 6 cents (U. S. A. money) a Peruvian laborer may go to one of 5 popular restaurants, first developed in Peru and operated by the government (like this one in Callao) and buy a meal of boiled meat and vegetables, fish, grilled meat, bread, dessert, and coffee or tea. For 4 cents (U. S. A.) he can get the same meal less one course. The popular restaurants are educational institutions as well as eating places. Lectures and concerts are held in them, and they are a center for talks and exhibits on nutrition. A sick person who cannot go to a popular restaurant gets his meals sent home free. Popular restaurants were first started in 1932.



21. Popular restaurants in Peru serve free breakfasts to 10,000 school children. Vacation colonies, supported by the government, provide good food and care for a limited number of undernourished children. A Peruvian government agency, the Dirección de Asistencia y Previsión Social of the Ministry of Health, Labor, and Social Welfare, administers the Popular Restaurants and supervises school lunches and breakfasts. Laws dealing with food supplies and adulteration are administered by the National Alimentation Division of the Ministry of Promotion and Public Works. Another government agency, the Ministry of Public Health, maintains a nutrition clinic for children of low-income families.



22. Canada's new "Nutrition Services," operating through the Department of Pensions and National Health, hopes to spread better eating habits even to remote schools like this one which the children reach on horseback. Created in November, 1941, these services have already given meal planning advice to managers of cafeterias in 150 war industries. It has sponsored the formation of central nutrition committees in 6 of the Dominion's 9 provinces. It has given help to 10 special nutrition campaigns, and stimulated new drives in 25 communities. Advertisers and large food industry groups are working with the government in a national drive for better health and greater production through well balanced meals.



23. Nutrition programs have even reached the northernmost latitudes. This is a mess hall at a camp in Newfoundland where food is distributed at low cost to needy children. Tea here means a full dinner.

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**FROM SOUTHERN** Argentina to northern Newfoundland this nutritional tour of the Americas has sought to show something of the way ingenious and sincere people are working out a basic problem. The tour has not been exhaustive. Some countries with programs as advanced as the ones illustrated have been omitted. Some important programs in countries mentioned have been slighted. But this is not a treatise. Nor for that matter has the time come when anything can be written finally of nutrition in the Americas. Americans are moving forward too rapidly. While type is set, new programs are being worked out, new school gardens are planted, new nutrition laboratories are established in Cuba, the Drop of Milk in Honduras makes further progress, additional popular restaurants open in Ecuador; well-established programs in Argentina and Brazil and the U. S. A. broaden. The movement from shadow into the full light of day is continuous.

# On 4 fronts—the United States works, too

## Stepping up food supplies

**FOOD FOR FREEDOM** is what the United States calls its all-out mobilization of land, labor, seed, feed, animals, and machinery of 6 million farm families to help "win the war and write the peace."

First, national production goals were determined after considering (1) war requirements, (2) the needs of the people of the U. S. A., (3) the needs of the people in the United Nations, (4) the necessity for acquiring reserves of food for use after the war, and (5) the productive resources of the U. S. A.

Once the national production goals were established, they were shared out into State goals, into county goals, and finally into a goal for each individual farm in America.

Farmers were asked what increases in production they could make, if the Nation were to attain the national goals. They were asked to do their best to produce their part of the national production goal.

Directing staffs of the Food for Freedom campaign are the Agricultural War Boards in each State and county in the country. These boards are made up of representatives from the Federal agricultural agencies in the State and county, headed in each case by the chairman of the AAA committee. These War Boards serve as a two-way channel between the farmer and the Department of Agriculture. They keep the Secretary appraised of trends and needs in the country on the one hand, and on the other, they keep farmers abreast of over-all developments in the war program. In effect, the War Board members are the production managers of agriculture.

All of the agricultural agencies of the Department are bending every effort toward assisting the farmer in achieving this year's record output. The Agricultural Marketing Administration, the Agricultural Adjustment and Conservation Administration, the Forest Service, the Extension Service, the land-grant colleges, the research agencies, the cooperative organizations, the lending agencies, are on the job. The total program is being used to achieve the right amounts of the right crops.

While Food for Freedom forges ahead at war tempo to get more food to come to town, the Victory Garden Program puts new spirit into the drive for more home-grown foods.



**MORE MILK** for our Allies abroad! More milk for people at home! That's one way United States farmers are contributing their share to winning the war and writing the peace.

The Victory Garden Program is aimed at increasing the number, first, of farm gardens so that every farm shall have its own garden. Increases in the number of school and community gardens planted and cultivated under supervision of experienced gardeners, are also being sought, so that there will be extra food for school children, needy city families, and people in institutions. City and suburban gardens are being encouraged only where the families have the good soil and gardening experience that spells success.

Low income farm families, tenant families, and agricultural workers who need special help get it from the Farm Security Administration through loans, relief grants and a variety of programs which afford medical care, means for debt adjustment, opportunities for settlement in cooperative communities, and camps for farm workers. Under the

Food for Freedom program, the Farm Security Administration is now urging its families to produce all the fruits and vegetables, all the milk and meat and eggs they need for an adequate diet. In addition, it is urging them to produce a surplus of pork and poultry and eggs, some fruits and vegetables, and certain other crops, for sale.

If attained, the Food for Freedom goals will represent a monumental achievement. They will have resulted in the production of greater quantities of good food than have ever been produced in one country before.

Food for Freedom strikes at the source of nutritional deficiency, the failure to produce plenty for all. Nor need Food for Freedom production stop with the armistice. The Secretary of Agriculture has said that food will not only win the war, but that it will write peace. And it can help to make that peace enduring.

## Insuring more and better meals

**LONG** before Pearl Harbor made sound meals for everyone a war command, the United States was at work equalizing the chances of its handicapped people to get the

foods they, too, need for strength and stamina. The Federal Government now spends about 166 million dollars a year on such programs.

To increase the food buying power of families receiving public assistance, and to encourage them to buy the foods they need for better balanced meals, the U. S. Department of Agriculture worked out the Food Stamp Plan.

This plan, in operation in 1,307 cities or counties in the United States in February 1942, gives needy people an opportunity to get many foods they otherwise could not afford. The rudiments of the plan are simple: With the money they would spend on food, they buy orange colored stamps which can be used, like money, in purchasing any foods. For each dollar's worth of orange colored stamps the family purchases, the Government gives the family about 50 cents worth of blue stamps. These blue stamps can be used in purchasing from a selected list of foods at grocery stores. This list, which varies from month to month according to market conditions, usually includes such health building foods as eggs, butter, fresh fruits, and vegetables in season, corn meal, dried fruits, dried beans, flour, pork and lard. In 1941, 109 million dollars' worth of blue stamps were added to the food buying power of some 3 to 3½ million people.

Low-cost milk reaches needy families and school children through the "nickel milk" and "penny milk" programs. Last year, about 500,000 low-income city dwellers got their daily milk supply at a price of around 5 cents a quart, and some 800,000 school children bought milk at school for one cent a half pint. Farmers get a special price for the milk sold through these programs, lower than the regular milk price, but higher than they receive for milk made into dairy products. A Federal subsidy makes up the difference between the cost of the milk and the price paid by the families included in the plan. More milk for those who need it, more income for the farmer who produces it, give this plan a double advantage. This year, more cities have been added to the list of those where penny milk is available for school children.

During the peak months of the 1942 school year, more than 6 million children in 95,000 of the Nation's schools ate school lunches made partly from foods donated directly by the U. S. Department of Agriculture as another part of the Government's effort to get more and better meals for people. Communities that sponsor these school lunch programs often supplement the free foods distributed by the Government with food from cooperative gardens and from canning projects.

When schools close for the summer in



**IN THE U. S. A. Bureau of Economics Laboratories, research scientists explore for new members of the Vitamin B complex in rice polishings, to add to our knowledge about foods.**

some cities, summer lunch programs conducted at playgrounds and in schools and community buildings, carry on the job of seeing that underprivileged children get one nutritious meal each day.

Besides the food donated to school lunch programs, the Government, through the Department of Agriculture, distributes foods

directly to families on relief, in areas where the Food Stamp Plan doesn't operate. Charitable institutions and other special groups also receive food free. At the beginning of the year, around 4½ million people were getting cereals, flour, apples, prunes, beans, salt pork, lard, and similar foods to supplement inadequate diets.

## Searching for food facts

**TO ARM** all the agencies and workers in the field of nutrition with the facts about food, the United States calls on its research agencies. Vast amounts of continuous research into nutrition's unsolved problems goes on in bureaus of the U. S. Department of Agriculture and other agencies of the Federal Government, and in colleges, universities, foundations, and commercial food manufacturers' laboratories.

This year the impact of war has speeded up, added sharper urgency to their investigations.

From the laboratories of the Agricultural Experiment Stations at State colleges in the 48 States and the territories, come many of our fundamental nutrition facts. Recently,

they've begun seeking the facts about how the vitamin and mineral content of foods is affected by soil conditions, fertilizer, climate, and the feeding of animals, and by processing, storing, shipping, and cooking. With the cooperation of the Bureau of Home Economics, Experiment Stations all over the country have undertaken a study aimed at determining the losses in certain vitamins and minerals that take place in a selected list of foods between the time of harvesting and their appearance on the dinner table. Vegetables grown under carefully predetermined conditions, with known amounts of fertilizer, picked under the same conditions of ripeness, will be shipped to Bureau of Home

Economics' laboratories in Washington for testing, both raw and cooked, for the amounts of vitamins and minerals they retain. Results of this cooperative study may bring far-reaching revisions of our present calculations of what should go into a balanced diet.

In the food laboratories of the Bureau of Home Economics, research into the food values of dehydrated foods got the speed-up signal when lend-lease shipments of food abroad began. Problems of home canning in wartime, when canning materials must be conserved rigorously, are another field of study where scientists are at work.

Working another angle of the effect soil conditions have on the nutritive value of foods, the Bureau of Plant Industry, in co-operation with Cornell University and other research agencies, has been comparing Vitamin C content, rate of growth, and fruitfulness of tomato plants grown in hundreds

of different pure nutrient solutions, in greenhouses and out-of-doors, and at varying locations and seasons. Plant breeding experiments of the Bureau try to find varieties of fruits and vegetables that have high vitamin content as well as greater productivity, resistance to disease and to unfavorable climatic conditions.

In the Bureau of Animal Industry, cooperative meat investigations with the State Experiment Stations, the Bureau of Home Economics and other Government agencies look for new facts about breeding and feeding animals that will help produce tenderer meat, higher proportions of edible meat, better flavor.

The Bureau of Dairy Industry has scientists at work on the food value of skim milk and dried milk, the Vitamin A content of butter from different regions of the country and at different seasons of the year.

Also concentrating on problems of dried

meat, vegetables, fruits, and eggs, is the Department's Bureau of Agricultural Chemistry and Engineering. Here scientists are working out the best and most practical methods of commercial drying, finding out what moisture content is best, what temperatures do the drying job most effectively, how the foods should be prepared before drying to get the greatest palatability and keeping qualities. Others are attempting to discover how storage conditions of heat, cold, humidity, affect the taste of dried eggs, how usable they are, how well they keep.

These aren't all the investigations that scientists in the Department of Agriculture are carrying on to find out more about foods that people need to eat for health and vigor. But such a bird's-eye survey shows how many people working from many directions are pushing back the boundaries that limit our knowledge of foods.

## Spreading the news

**PLENTY** of food on the farm, plenty of food on pantry shelves doesn't always result in good nutrition. It takes knowledge, too, that many U. S. families lack, of foods people must eat for buoyant health and real physical efficiency.

Spreading knowledge of food values, of wise food buying, of food preservation, and preparation and planning is not a new job for many agencies, both public and private, in the United States. Departments of Home Economics in the schools and colleges, agencies of the Federal Government, State and local health and welfare agencies have long tried to carry the message of what food means to health to the families they reach. Club study groups, health centers, maternal and child welfare clinics, public health clinics, nutrition clinics, welfare agencies are being used to help teach people food facts. Discussions, demonstrations, illustrated lectures, movies, radio programs, special pamphlets, and newspaper and magazine articles bring knowledge of what should go into a balanced diet to other groups.

The Extension Service of the U. S. Department of Agriculture sends into the homes of farm families in every county, home demonstration agents who teach farm wives better cooking methods, better meal planning.

The Farm Security Administration employs home supervisors who furnish the same kind of assistance to the low income farm

families that are being helped by the agency, either by loans or relief grants. Similar work is carried on by this agency in camps for migratory farm workers.

The Rural Electrification Administration which lends money to cooperatives that furnish electricity to many farms, employs home economists to help farm wives learn to use their new electric stoves and other appliances efficiently for better meals and for home canning and preservation of foods.

The Bureau of Home Economics publishes pamphlets and booklets on food information and better meal planning at low cost.

The Agricultural Marketing Administration supplements its food distribution programs with bulletins, pamphlets, and demonstrations of meal planning.

Consumers' Counsel spreads news of food production, distribution, consumption, through *Consumers' Guide* and "Consumer Time," a national network program, broadcast each Saturday at 12:15 Eastern War Time, over NBC.

The Children's Bureau of the Department of Labor, in pamphlets and through State Departments of Health, distributes information about good food habits for children.

The Office of Education, of the Federal Security Administration, helps to work out nutrition education plans for use in elementary schools, secondary schools and colleges.

The Work Projects Administration, in

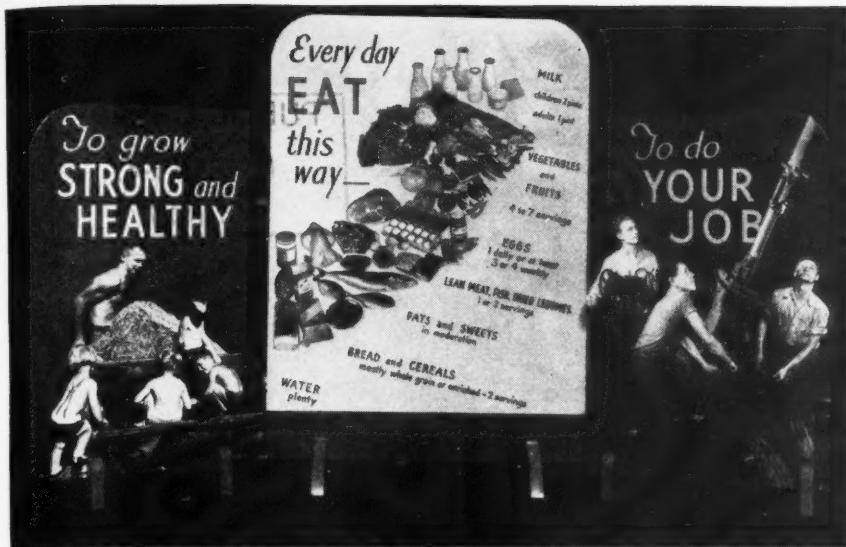
"housekeeping aide" courses and the operation of school lunchrooms, teaches better food habits to women it employs.

The National Youth Administration's training courses reach girls of school age with nutrition information that they carry into their homes.

The Public Health Service includes nutrition in its health education demonstrations.

The job of tying together the work of all these agencies, and of State, city, and private agencies, of doctors and dietitians, of labor auxiliaries, and of the Red Cross, of every agency or organization that carries on nutrition activities, has now been undertaken. A national program was launched at the National Nutrition Conference last May. Now State Committees made up of lay and technical persons are functioning in each of the 48 States, Hawaii, Puerto Rico, and the District of Columbia. Heading up in the Office of Defense Health and Welfare Services in Washington, the program reaches into two-thirds of the counties of the United States today, and is rapidly expanding.

Courses to train leaders who can carry nutrition education into their communities, surveys of food habits in States and communities, nutrition institutes, adult classes and information centers, community gardens, and canning projects for school lunch programs are some of the means these committees are using to spread the news about better eating.



## A handful of handbooks

### EAT THE RIGHT FOOD TO HELP KEEP YOU FIT.

Issued by Bureau of Home Economics, Children's Bureau, Office of Education, and Public Health Service. May 1941. Unnumbered leaflet, pp. 6. Free, in limited quantities, from: Nutrition Division, Office of Defense Health and Welfare Services, Washington, D. C. For large quantities, address: Superintendent of Documents, Washington, D. C. 100 copies, 35¢; 1,000 copies, \$3.25. Brief, usable guide to daily good nutrition. In simple form, the information you need to plan a good diet for yourself or for your family.

### THREE MARKET LISTS FOR LOW-COST MEALS.

Prepared by Bureau of Home Economics, U. S. Department of Agriculture. February 1942, pp. 4. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Help for the homemaker with limited budget. From these market lists it is easy to work out menu plans for a week—meals that will give all the calories, protein, minerals, and vitamins needed for every member of the family.

### VICTORY GARDENS, CONSUMERS' GUIDE

Vol. VIII, No. 9. March 1, 1942, pp. 16. Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free. Handbook for the Victory gardener, with suggestions for planting and for cooperating in community planting enterprises. Where to go for help, what to do.

**CHILDREN BEAR THE PROMISE OF A BETTER WORLD—Have They the Protection of Proper Food?** Defense of Children Series No. 4. Children's Bureau, U. S. Department of Labor. Address: Children's Bureau, U. S. Department of Labor, Washington, D. C. Single copies free. For quantities address: Superintendent of Documents, Washington, D. C. 5¢; 100 copies, \$3. Roundup of community measures that will promote the National Program for Defense. Also what foods to eat for health.

**SCHOOL LUNCHES AND THE COMMUNITY.** Prepared by Surplus Marketing Administration, U. S. Department of Agriculture. Revised August 1941, pp. 4. Address: Agricultural Marketing Administration, U. S. Department of Agriculture, Washington, D. C. Free. Concise statement of problem of undernourished school children, together with information on establishing school lunch programs and the use of surplus foods in a community.

### SCHOOL LUNCHES AND EDUCATION.

Prepared by Interagency Cooperating Committee on School Lunches. U. S. Office of Education, Leaflet No. 7. (In press.) Issued first as Circular 202, Sept. 1941, pp. 19. Address: U. S. Office of Education, Washington, D. C. Single copies free. Offers suggestions to school administrators, teachers, parents, and members of other community groups, for strengthen-

ing existing school lunch programs and for initiating new ones.

**GARDENING AND FOOD PRESERVATION.** W. P. A. Technical Series Circular No. 2, issued by Federal Works Agency, W. P. A. February 1941, pp. 60. Address: Federal Works Agency, W. P. A., Division of Community Service Programs, Washington, D. C. Free. Detailed, practical instruction for conducting the gardening and food preservation program. Covers preliminary planning, personnel, gardening, canning, quick freezing, storing, drying, and brining.

### Posters on Nutrition

**U. S. NEEDS US STRONG.** Red, white, and blue poster, 22½ inches x 15 inches, giving the symbol of the National Nutrition Program and the slogan, "U. S. Needs Us Strong—Eat Nutritional Food." Also,

**U. S. NEEDS US STRONG—FOOD GUIDE.** Red, white, and blue poster, 22½ inches x 15 inches. In addition to the symbol and slogan, it lists foods to be eaten each day. March 1942. Address: Nutrition Division, Office of Defense Health and Welfare Services, Washington, D. C. Free.

**MAKE AMERICA STRONG.** Defense Poster Series: 13 posters in black and white, size 20 inches x 25 inches, based on "Food and National Defense" issue of **CONSUMERS' GUIDE**. September 1940. Address: Superintendent of Documents, Washington, D. C. 75¢ the set; not sold singly. Designed for use with talks on national nutrition situation before groups up to 50 persons, and for display in schools, store windows, or as wall decorations.

**OUR PHOTOGRAPHS IN THIS ISSUE** are from: Cover, Black Star; pages 2 and 3, top, Pan American Union & Grace Line; bottom, Three Lions, Grace Line, Farm Security Administration, Julien Bryan; pages 4 and 5, Pan American Union; page 6, Pix, Black Star, Wide World, Three Lions; page 7, Pan American Union, Julien Bryan, Three Lions, Black Star; page 8, Julien Bryan, Pix, Ewing Galloway, Ewing Galloway; page 9, Black Star, Black Star, Three Lions, Anton Bruehl; page 10, Pix, National Geographic Society, Pan American Union, Grace Line; page 11, Three Lions, Black Star, Three Lions; page 12, A. A. A. Information; page 13, Bureau of Home Economics; page 15, Extension Service.

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#### CONSUMERS' GUIDE

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